



National Research University
High School of Economics
Master's Program in Psychology in Business

Association of Business Psychologists of Russia



Birkbeck College of the University of London
Master Program
Organizational and Business Psychology

University of Westminster (London)



Center for Business Psychological Research and
Master Program
Business-psychology



Dear colleagues!

We invite you to take part in the work

THE FOURTH INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE
Business Psychology: Theory and Practice

16-18 NOVEMBER 2017
MOSCOW, MYASNITSKAYA, 9-11

The fourth conference on business psychology continues the tradition of discussing business problems, which can be solved with the involvement of psychological approaches and methods. The development of business in our country takes place in difficult conditions. Today, in the context of economic stagnation and external sanctions, the development of efficient, competitive industries, the creation of new jobs, the strengthening of a positive image of entrepreneurship in society, and so on is becoming especially important. Will entrepreneurs, business leaders find new resources for business development, benefit from the difficulties that the business faces? This largely depends on their ownership of business-psychological tools and technologies that are aimed at improving the efficiency of organizations and people in business.

The purpose of the conference: exchange of ideas and experience, discussion of key tasks of modern business, solved by business-psychological technologies.

Subject matter of the issues under discussion:

- the psychological meaning of business processes in terms of different approaches and their application in practice;
- psychological content in the management of business processes, the practice of working with managers and organizations;
- modern trajectories of professional development and self-improvement of managers and personnel in business;
- modern technologies for increasing personal effectiveness and developing the personal potential of executives and staff in business
- existing experience in the implementation of research, diagnostic and consulting projects at the level of the company's tactical and strategic goals;
- Business-psychological technologies for making optimal decisions in organizations;
- competences and skills of business psychologists for effective management of organizational changes, creation and development of an effective organizational culture in the company;
- business-psychological methods of analyzing consumer behavior, conducting marketing research, forming a brand, etc.

Participants:

Entrepreneurs, consultants, coaches, managers and organizers of companies and organizations, students and teachers of universities are invited to participate.

The program includes: plenary reports, section reports, master classes, roundtables, which will be conducted by well-known experts of the world level in the field of business psychology, management and organizational consulting, coaching, counseling, etc.

Program Committee

V.D. Shadrikov (chairman), doctor of psychology. Sci., Professor, Academician of the Russian Academy of Sciences, Scientific Director of the Department of Psychology at the Higher School of Economics.

V.A. Shtroo (co-chairman), Professor, Head of the Department of Organizational Psychology of the Higher School of Economics, Chief Editor of the Scientific Journal "Organizational Psychology", Member of the Founding Council of the Russian Federation's ABP.

N.L. Ivanova (co-chairman), Doctor psi-hol. Sci., Professor, Academic Leader of the MP Psychology in Business, Member of the Founding Council of the Russian Federation.

T.Yu. Bazarov, Doctor of Psychology. Sci., Professor of Moscow State University. M.V. Lomonosov, a scientific leader of the Institute of Practical Psychology of the Higher School of Economics, president of the Association of Business-Psychologists of Russia.

R. Caldwell, Professor, Program Organizational and Business Psychology Birkbek Kol-lej, University of London (Great Britain).

S. Benton, Professor, Director of the Center for Business-Psychological Research, University of Westminster (Great Britain).

S. Armstrong, Professor of Innovation, University of Toronto (Canada).

T.A. Nestik, Doctor of Psychology. Sciences, executive director of the Association of Business Psychologists of Russia.

O.I. Patosh, Cand. Psychol. Sci., Associate Professor of the Department of Organizational Psychology of the Higher School of Economics.

N.V. Antonova, Cand. Psychol. Sci., Associate Professor of the Department of Organizational Psychology of the Higher School of Economics.

A.S. Eliseenko, Master of Psychology, Teacher of the Department of Organizational Psychology of the Higher School of Economics.

Registration for the conference

End of registration for the conference on November 7, 2017.

Registration for the conference is available at <https://social.hse.ru/bispsy/>

Please note that in the application it is necessary to indicate the abstracts of the report (up to 500 words) and five keywords.

Contacts of the Conference Organizing Committee:

E-mail: bpsymaster@hse.ru

Publications:

It is planned to publish the materials of the conference: according to the results of the conference - a collection of abstracts (in electronic form).

Cost of participation:

For ABP members 500 rur.

For participants 1000 rur.